

IBN KHALDUN INTERNATIONAL CONFERENCE ON APPLIED AND SOCIAL SCIENCES (IICASS)

Universitas Ibn Khaldun Bogor

ANALYSIS OF WOMEN'S LEADERSHIP ROLE IN OPTIMIZING HAJJ SERVICES

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ARTICLE INFO

DOI: 10.32832/uika

Article history:

Received:

August, 26 2024

Accepted:

August, 26 2024

Available online:

Oct, 15 2024

Keywords:

Leadership, Women, Ministry, Hajj.

ABSTRACT

The role of women's leadership in optimizing Hajj services is an important topic that needs to be explored further. This article presents an in-depth analysis of the contribution and effectiveness of women's leadership in the hajj management sector. This study used a mixed method involving quantitative surveys and qualitative interviews. The results showed that women's leadership has a positive impact on the efficiency and quality of Hajj services. Despite some challenges, women's leadership was able to bring about significant change in the management of Hajj services through a more inclusive and empathetic approach. This article provides useful insights for Hajj organizers to improve service quality through empowering women's leadership.

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1. INTRODUCTION

prove the quality and efficiency of services. Hajj is performed only once a year, which falls on the month of Dhu al-Hijjah and takes a certain number of days just. At that time the hajj was carried out together with Hajj groups from anywhere. Places of pilgrimage also only use a limited space anyway, even though the land called Makkatul Mukaramah is very wide. Therefore in the seasons of Hajj pilgrims concentrate resulting in density extraordinary.

In order to be able to worship Hajj best, *khusyu'*, and become Hajj mabrur in addition to being sincere, pilgrims must have sufficient knowledge about how perform Hajj in accordance with the guidance of the Prophet Muhammad. The hajj is the there are many kinds of worship that

God does. The role of leaders is very important in providing an understanding of worship is for those who want to worship. To optimizing guidance rituals of Hajj to prospective pilgrims, of course, needed strategies used by the supervisors (Syamsuddin, 2014).

Hajj pilgrims in 2017 were dominated by women pilgrims with a total of 122,876 pilgrims or about 55.6 %. This number is in line with the number of pilgrims in 2016 as many as 112,948 pilgrims. As for serving pilgrims who are dominated by women, almost most of the Hajj officers are dominated by men. Even in the selection of TPHI and TPIHI, there are special requirements for the male sex, as well as for PPIH in the General Services section. Women's formation is only opened for PPIH in the worship service section. This shows that the regulatory role of women in the implementation of the hajj is still minimal.

Women's leadership has become a topic that has received widespread attention in various sectors, including in the field of Hajj management. Although traditionalism and patriarchal culture are still strong in some aspects, many women have demonstrated exceptional abilities in leading and managing organizations efficiently. This article aims to explore the leadership role of women in optimizing Hajj services.

LITERATURE REVIEW

Leadership

The word "leadership" in English is leadership, which contains the meaning of regulating, influencing, directing, fostering or showing. In Arabic, leadership is called the Caliph, Imamate, ziamah or Imamate. Etymologically, leadership means the power to lead or the quality of a leader or action in leading itself. Leadership is also called art and science. It is called art because it is related to talent. A person has the talent to lead, because he is blessed from birth and in the course of his life, of course, the talent is developed.

Leadership is the ability of a person to influence others, so that others behave as desired by the leader. Sometimes leadership is distinguished as a position and leadership as a social process, as a position, leadership is a complex of rights and obligations that can be owned by a person as a social process of leadership includes all actions carried out by a person or a body, which causes the movement of citizens (Ahmadi, 2001).

Female

The word woman in Arabic *untsa*. In *Al-Mu'jam Al Wasith* mentioned, *anutsa anutsatan-anatsatan* means meek, *anatsat* Al-pregnant women give birth, *anatsa fi al-amr* means lebek and not firm, *hadid anit* means soft iron, *sayf anits* means flat sword, *rajul anits* means gentle man in speaking (Qodhir, 2012).

While in the Indonesian dictionary mentioned, women are people (humans) who have *puk*, can menstruate, get pregnant, give birth and breastfeed (KBBI, 2005: 115). According to the linguistic point of view, women have fundamental differences with men so that the two cannot be equated. Therefore, a man who behaves womanly can be said to be a deprivation of the rights of others. Therefore, men should have their own temperament as well as women.

Women's Leadership

Leadership is an important factor in creating a better social order. For this reason, all human beings have the task of leadership together. Therefore, the scope of leadership lies in the responsibility for every human being for his duties on God'S Earth. The key word of leadership lies in one's duty to uphold truth and Justice. Leadership is not only for men, but also for women.

Women also have leadership responsibilities at any level, whether as leaders of government, institutions, or society. The domestic role of women, which is natural in nature, such as pregnancy, childbirth, breastfeeding and others, cannot be replaced by men. However, in the public role, either women as members of society or as citizens have the right to express their opinions, politics, and perform their social roles more assertively and transparently.

In this public role, according to islam women are allowed to perform these roles with the consequence that she can be seen as capable and has the capacity to occupy those roles. In public roles, women have a variety of activities that are social, cultural, political, economic, and other roles (Suhandjati, 2004).

Implementation of the leadership style of a female Hajj guide using governance and leadership that acts with ideas, plans, methods, designs, principles, ethics, and motivation to perform in an effort to realize certain goals. In this case an implementation will answer the real theories of the organization into the form of real activities. The challenges faced by leaders and organizations include new roles, skills and innovation.

Services

Service in this case is closely related to the provision of satisfaction to customers, good quality service can provide good satisfaction for customers, so that customers can feel more concerned about its existence by the company. Loina (2001 : 138) in his book entitled Public Relationshipbuilding a good relationship with the public assumes that: service is a whole process of forming a corporate image, either through the news media, forming a corporate culture internally, or communicating the views of the company to government leaders and other interested public.

Support excellent service quality so as to provide satisfaction for jama'ah and do not miss the adequate facilities. In addition to resources human facilities and pre-facilities, the source of funding for Hajj services that are budgeted by the government is also a force in providing services to pilgrims.

Hajj

The meaning of Hajj is etymologically derived from qashdu (intent, intention, deliberate), while the word umrah means pilgrimage. The term Hajj means to go to the House in a prescribed manner and at a specified time. From this understanding it can be understood that Hajj and umrah are to perform the obligation of pilgrimage to the House because of Allah (QS. Al-Baqarah [2]: 196).

Man is commanded to perform Hajj and umrah only to obey Allah. Not for the sake of business, to gain popularity and others. The Prophet Ibrahim (Peace be upon him) used to perform Hajj. as a guest of God, you will be bound by protocol .The guests who attended were asked to wear ihram clothes, Tawaf, sa'i, wukuf in Arafah, slaughtering sacrifices, throwing jumrah and others (Ghafur, 2005).

2. RESEARCH METHODS

This study uses a mixed-method that combines quantitative and qualitative research to gain a comprehensive insight into the leadership role of women in Hajj services. In addition, this study also uses the method of literature studies or library studies. According to (Zed, 2014), literature study is one of the research methods by collecting data from various literature sources such as books, journals, notes, and various other literature. Where the data collected comes from books,

articles, notes, and other literary sources. The Data will be analyzed thematically and then compared with other data according to the topics covered.

3. RESULTS & DISCUSSION

Women's Leadership Contributions

The results of surveys and interviews show that women's leadership makes a significant contribution to the management of Hajj services. They are able to create an inclusive and collaborative working environment, which has a positive impact on operational efficiency and service quality. In the organization of Hajj, women also play an important role as Hajj officers. They not only provide logistical and health services, but also support worshippers emotionally and spiritually. Women's leadership in this context often serves as a vital link between pilgrims and the Hajj organizing authority.

Women's leadership in Hajj is important for the following reasons:

- Women have a deeper understanding of the needs and conditions of other women. This allows them to provide services that are more effective and sensitive to the needs of women.
- Women's leadership can help increase women's participation in Hajj. Women who see other women taking the lead in Hajj will be more inspired to engage in various aspects of Hajj.
- Women's leadership can help build an inclusive culture in Hajj. This can help create a safe and comfortable environment for all pilgrims, including women.

Impact Of Women's Leadership On Service Quality

Women's leadership was found to have a positive correlation with improving service quality. The empathic and transformational approach adopted by women leaders helps in better understanding the needs of pilgrims and providing a more personalized service. Women help pilgrims manage their finances and travel documents, especially for those who are not yet familiar with how they are managed.

Challenges In Women's Leadership

Despite the many benefits, women leaders in the sector also face some challenges, such as gender bias, stereotypes, and resistance to change. However, many women leaders are able to overcome these challenges through assertiveness, courage, and good communication skills.

Women play an important role in directing the organization and service of the Hajj. Women have unique strengths, experiences, and perspectives that can benefit pilgrims and Hajj organizations. The challenges women face in leading the hajj must be strengthened in various roles, and the role of women in Hajj leadership must be strengthened and strengthened. This can improve the quality of Hajj for all pilgrims, including women.

Case Study Of Women Leaders In Hajj Management

Several case studies present concrete examples of how women leaders have successfully managed and improved Hajj services. This case study shows that women's leadership can bring innovation and efficiency in Hajj service management.

Relations of cooperation and coordination with government and private institutions such as the Department of immigration, health department, Police Department around Pangalengan Sub-District, Sub-District Religious Affairs Office, BPS and KBIH are getting better opportunities in providing ease and improvement of service quality is getting better.

According To Jalaluddin Rahman undergo duty or as a leader must undergo it with a heart especially in guiding Haji including the fifth pillar of Islam. Also The Office of the Grand Ayatollah Khamenei (may Allah grant him long life): there is no problem in it per se and in the Holy Land.

4. CONCLUSION & SUGESTION

The leadership role of women in optimizing hajj services is very important and has a significant positive impact on the efficiency and quality of services. Even though there are challenges that need to be overcome, women's leadership is able to bring meaningful change in managing Hajj services through an inclusive and empathetic approach. Empowering women's leadership in this sector can improve the quality of services and ensure a better hajj experience for pilgrims.

ACKNOWLEDGEMENT.

THIS STUDY WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE SUPPORT AND CONTRIBUTIONS OF SEVERAL INSTITUTIONS AND INDIVIDUALS. WE ARE IMMENSELY GRATEFUL TO THE UNIVERSITAS IBN KHALDUN BOGOR, PARTICULARLY THE FACULTY OF NURSING, FOR THEIR ACADEMIC GUIDANCE AND ENCOURAGEMENT. THE FACULTY'S DEDICATION TO FOSTERING A RIGOROUS

ACADEMIC ENVIRONMENT AND THEIR VALUABLE INSIGHTS HAVE SIGNIFICANTLY ENHANCED THE QUALITY OF THIS STUDY.

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